

## ORDER



Orders	Order / Rev:	106763	Primary AE:	
	Alt Order #:	06853839	Sales Office:	
	Product Desc:	DCCC.OCEGUERA	Sales Region:	
	Estimate:	1817		
	Flight Dates:	09/19/12 - 10/07/12		
	Original Date / Rev:	09/18/12 / 10/02/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	DCCC/Oceguera - Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	33	\$20,590.00	\$17,501.50
10/01/12	10/06/12	1	\$425.00	\$361.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$20,590.00	\$17,501.50	0.00
October 2012	1	\$425.00	\$361.25	0.00
Totals	34	\$21,015.00	\$17,862.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	22%	\$21,015.00
Market	100%	\$95,522.73

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$23,880.68
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$23,880.68
KTUD	1%	\$955.23
KVVU	25%	\$23,880.68
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,910.45

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/19/12	09/25/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	2	\$325.001	0.00	NM	2	\$650.00	
WAKE UP WITH THE WAGNERS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				

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Advertiser: DCCC/ Oceguera  
Product Desc: DCCC.OCEGUERA  
Estimate: 1817

Print Date: 10/02/12 19:50:25

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Order / Rev: 106763  
 Alt Order #: 06853839  
 Flight Dates: 09/19/12 - 10/07/12

Advertiser: DCCC/ Oceguera  
 Product Desc: DCCC.OCEGUERA  
 Estimate: 1817

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>NEWS 4 AT 430P</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			1		\$700.00		0.00						
E 13	KSNV	09/19/12	09/25/12	M-F Early News		CM	5-630p		MTWTF--	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00
<b>EARLY NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			4		\$1,000.00		0.00						
E 14	KSNV	09/22/12	09/22/12	News 3 Today - SATURDAY		CM	9am-930am		-----S-	:30	1	\$275.002	0.00	NM		1	\$275.00
<b>KSNV EARLY NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	-----S-			1		\$275.00		0.00						
E 15	KSNV	09/19/12	09/25/12	M-F News 3 at Eleven		CM	11pm-1135pm		MTWTF--	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00
<b>NEWS 3 NIGHTSIDE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			2		\$1,100.00		0.00						
E 16	KSNV	09/19/12	09/25/12	The Tonight Show		CM	1135p-1237a		MTWTF--	:30	2	\$425.001	0.00	NM		2	\$850.00
<b>TONIGHT SHOW W/ JAY LENO</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			2		\$425.00		0.00						
E 17	KSNV	09/19/12	09/25/12	M-F Wheel		CM	7-730pm		MTWTF--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
<b>WHEEL</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			2		\$1,000.00		0.00						
E 18	KSNV	09/19/12	09/25/12	M-F Jeopardy		CM	630-7pm		MTWTF--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
<b>JEP</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			2		\$1,000.00		0.00						
E 19	KSNV	09/19/12	09/25/12	Last Call w/Carson Daly		CM	136-205am		MTWTF--	:30	1	\$40.003	0.00	NM		1	\$40.00
<b>CARSON</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			1		\$40.00		0.00						
E 20	KSNV	09/19/12	09/25/12	Face to Face/Ralston Rep		CM	730-758pm		MTWTF--	:30	2	\$400.002	0.00	NM		2	\$800.00
<b>FACE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/19/12	09/25/12	MTWTF--			2		\$400.00		0.00						
N 21	KSNV	10/06/12	10/07/12	News 3 Sunrise - SATURDAY			6a-7a		-----S-	:30	1	\$425.001	0.00	NM		1	\$425.00
<b>NEWS 3 AT NOON</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/03/12	10/09/12	-----S-			1		\$425.00		0.00						
															Totals	34	\$21,015.00